

**North East Valley Anti-Meth Coalition
Crime Impact Subcommittee Meeting
June 26, 2007**

Introductions/Meeting Purpose: Subcommittee Chair Phil Riccio led the introductions and reviewed the strategic plan objectives related to the work of the subcommittee.

There are two goals for this subcommittee: ***Reduce the opportunities for meth users to commit identity theft, fraud, and burglary*** and ***Increase the availability and accessibility of data for meth-related ID theft, fraud, and burglary in Coalition communities.***

The subcommittee reviewed the seven projects included in the plan and grouped them by A, B, and C priorities.

"A" Priority Projects

- A1 Sponsor and/or participate in six shredding events throughout the Coalition communities.
- A2 Create educational collateral materials (including a special section on the Coalition website) with "10 things you can do" to protect yourself from identity theft, fraud and burglary (including how to eliminate credit card offers).
- A3 Hold Delphi meetings with Police Chiefs to discuss how their departments track, manage and prevent ID theft, fraud, and burglary related to meth use.

"B" Priority Projects

- B1 Develop a public campaign (similar to the "Change a Light, Change the World" campaign) to promote the educational material on how to protect yourself from identity theft, fraud, and burglary using multiple methods such as town halls, neighborhood meetings, and the internet.
- B2 Identify ways to eliminate the use of hotels in Coalition communities for meth parties.

"C" Priority Projects

- C1 Identify ways to eliminate the use of casinos for identity theft and fraud by meth users.
- C2 Monitor and get educated about the credit report bill before the State Legislature. The subcommittee felt all the projects were important, but some projects needed to be addressed right away and others would take more time. The shredding events would be easy to accomplish because the City had already been doing them. The desire is to

expand to other communities and use the events as an opportunity to educate the public about the connection to meth.

The collateral material was already being created and would be needed before a campaign could be done. Training was already scheduled for July on the hotel issue. The subcommittee decided that Ron and Bruce would attend on July 12th. Bruce would also invite the casino reps as a way to begin a relationship with them.

Action Planning: Karen Kurtz facilitated a three step process to develop an action plan for the "A" projects. The three step process is to 1). Identify the target audience the project intends to reach; 2) describe the project end result (product) in detail; 3) identify the action steps needed to create the product.

Project A1 Sponsor and/or participate in six shredding events throughout the Coalition communities.

Project #A1: Target Audience

- Residents or businesses of each coalition community.
- Geographically dispersed to the coalition communities.
- Want to introduce the concept to new areas.

Project #A1: Describe the Product

- Takes two shredding trucks and one sanitation recycle truck.
- The event is 3-4 hours long in the morning. It can be a stand alone event or a tag on to another event.
- Need areas for parking, open area, and a line to funnel people into.
- Need information tables for other groups to bring educational material.
- Have to have constant PR before the event.
- Want to do something to tie the event to the message of helping stop meth use in the community. One idea is to create stickers like they give when people vote. It could say something like "I helped stop meth abuse today" and be given to each person who participates in the shredding event.
- Create a symbolic act that the Mayor or a public figure could do that would tie the event to fighting back against meth use in the community.

Project #A1: Action Steps

See attached action plan for action steps.

Project #A2: Create educational collateral materials (including a special section on the Coalition website) with "10 things you can do" to protect yourself from identity theft, fraud and burglary (including how to eliminate credit card offers).

Project #A2: Target Audience

- Residents in each community
- Specific businesses or locations (ie. Centers or schools)
- High school kids.
- Seniors (through AARP).
- Apartment dwellers.
- Single family home residents.

Project #A2: Describe the Product

- What to do before going on vacation.
- Home safety checklist.
- Should tie the crime to the issue of meth and how avoiding the crime is fighting against meth.
- Use multi media: flyers, website, stickers, brochures, gel pens with the coalition logo. The ink from gel pens can't be washed off of checks.

The subcommittee reviewed a draft of a flyer about ten things people could do to avoid identity theft. Karen Kurtz suggested that the coalition logo be prominently displayed on the flyer and that city logos not be included. Scottsdale has worked hard to make sure the coalition really serves all seven communities. The presence of the Scottsdale logo sends a contradictory message. Kurtz also suggested that the message about identity theft be some how tied to the issue of meth. The subcommittee should make sure to do this for all of the material it sends out so the connection is reinforced with the community. The group adopted the suggested changes. Bruce Wall agreed to make the changes and send out a revised flyer.

Project #A2: Action Steps

The subcommittee elected to create these at another meeting.

Project A3: Hold Delphi meetings with Police Chiefs to discuss how their departments track, manage and prevent ID theft, fraud, and burglary related to meth use.

Project #A3: Target Audience

- The police chiefs in each coalition community or the Sheriff's Department commander for those communities served by the county sheriff.

Project #A3: Describe the Product

- An invitation from the chiefs to attend a meeting on data needs.
- A location and meeting time.
- Multiple end results we want from the meeting(s):

Get an understanding that there is a problem getting data about meth.

Lack of data makes it hard to do anything about it.

No data on how many meth-related incidents are happening in the community.

Need hard data on crimes that had meth impact or were connected in some way to meth (burglary/property crime issue).

Want to be able to show that property crimes are not minor crimes, but re related to the drug problem in the community.

Project #A3: Action Steps

The subcommittee elected to create these at another meeting.

Next Meeting: The next meeting is scheduled for July 25th from 1-3 pm at the District 1 station, 3700 N 75th Street.